

# Building capability and knowledge through fostering thriving communities of practitioners



# FOCUS AREA 5

## System management

International studies highlight the importance of leadership and inter-agency coordination in the delivery of an effective road safety strategy.



The purpose of the **System Management** focus area is to co-ordinate and enable the effective delivery of the RtZ strategy outcomes.

This is achieved through better **Leadership, Capability, Collaboration and Partnerships** across the sector to deliver the Road to Zero Strategy, and bring the public along on the journey towards **Vision Zero.**

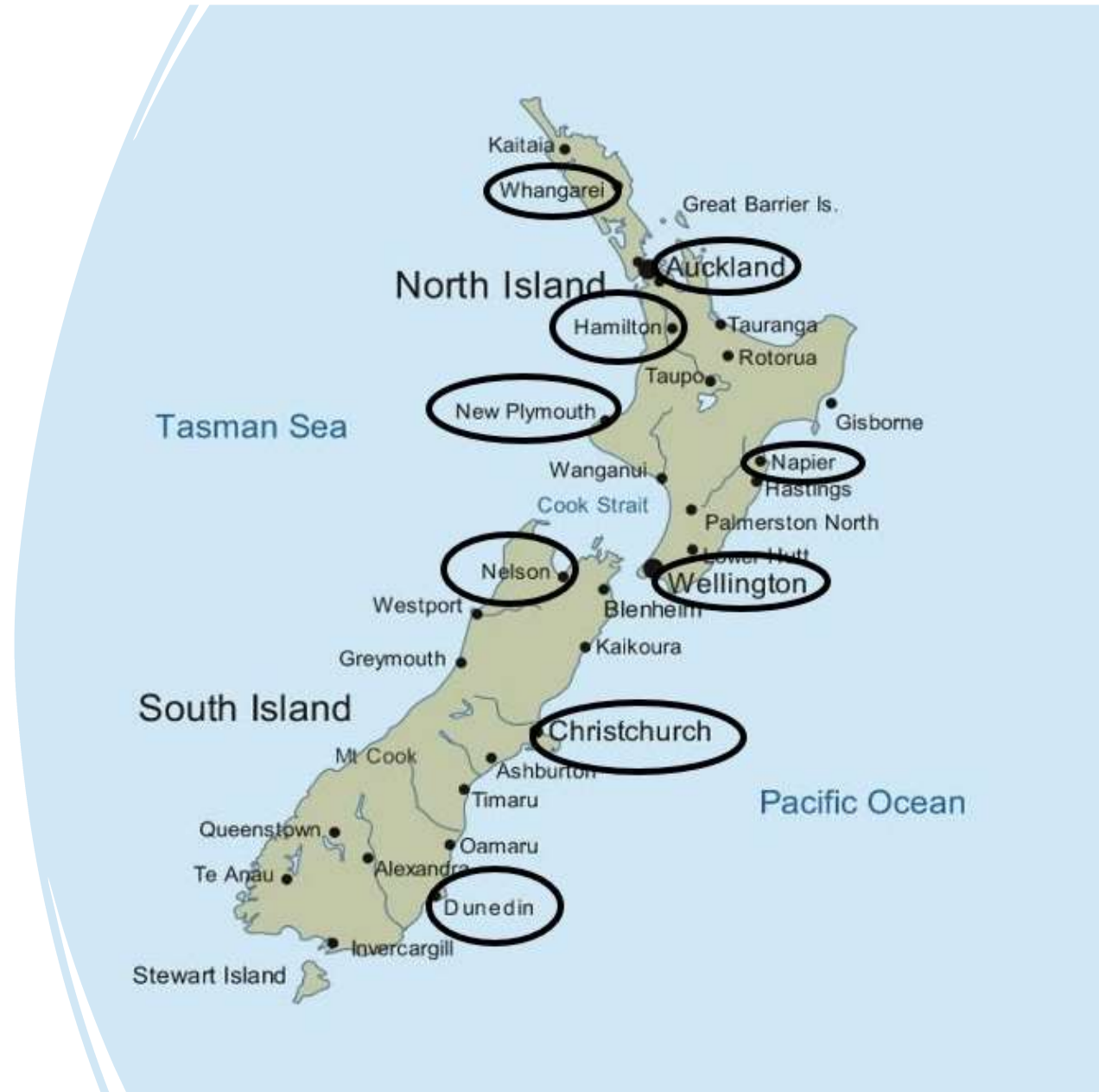


# Road to Zero Roadshows

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9 Roadshows May to  
August 2023

262 attendees across  
9 roadshows



# SPEAKERS



**Colin Brodie,**  
Director at Colin Brodie  
Consulting



**Anna Bray-Sharpin,**  
Principal Advisor -  
Infrastructure, Speed &  
Urban Mobility



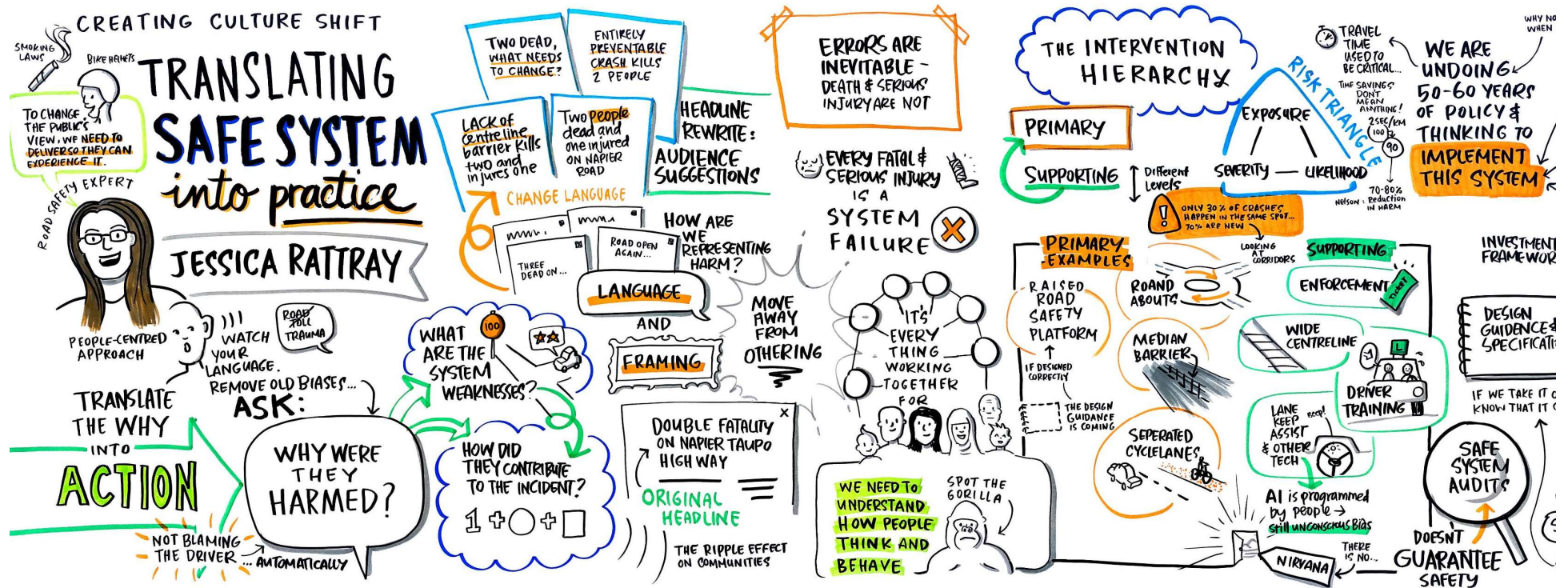
**Jessica Rattray,**  
Team Lead Safe Road Use  
Vehicles Speeds Roads &  
Roadsides



**WHY**  
Vision Zero is an ethical stance, creating a collective mission

**HOW**  
The Safe System provides proven principles and a toolbox of evidence based solutions

**The Road to Zero Roadshows were focused on the “Why” and “How”**



Everyone has different learning styles - capturing our key messages visually

## What was one thing you learned today?



Better understanding of what the "Safe System" is about and how wide the scope is and how everyone has a role to play



The origins of Road to Zero



Relationship between Vision Zero and Safe System principles



The Safe system approach is fundamental, not an option

The difference between the safe system principles and the 4 pillars

Sample of feedback received from Roadshows





It will enable me to communicate the "Road to Zero" message better to others especially Police colleagues and to motorists during enforcement duties



**One action you will take as a result of today?**

Be more conscious of and promote the safe system principles at all phases of my roading projects



Communicate with Development Engineering on Vision Zero

Map out interventions from other partners so we can collaborate & educate & promote safety campaigns



**Sample of feedback from Roadshows**

Do a better job of telling the 'why' when we implement safe system improvements on the network

**Waiho i te toipoto, kua i te toiroa**  
Let us keep close together, not wide apart

**A community is only a community if  
people show up.**

# SPACES

Business outcomes  
of community

Adapted from David Spinks



S

## Support

Community members are empowered to ask and answer questions in an open and transparent way, visible to the wider community.

P

## Product

Sharing content early and often - community members are providing real-time feedback on content, initiatives, ideas... having early engagement and participation allows for innovating quickly and collecting insights.

A

## Advocacy

Creating awareness of community messages with your community members to help champion your cause. There's less emphasis on the community connecting with each other, it's more about connecting with the messages.

C

## Contribution/Content

You're actively encouraging collaboration and connection within your community (and beyond). Members are contributing to your digital collaboration platform or online content storage.

E

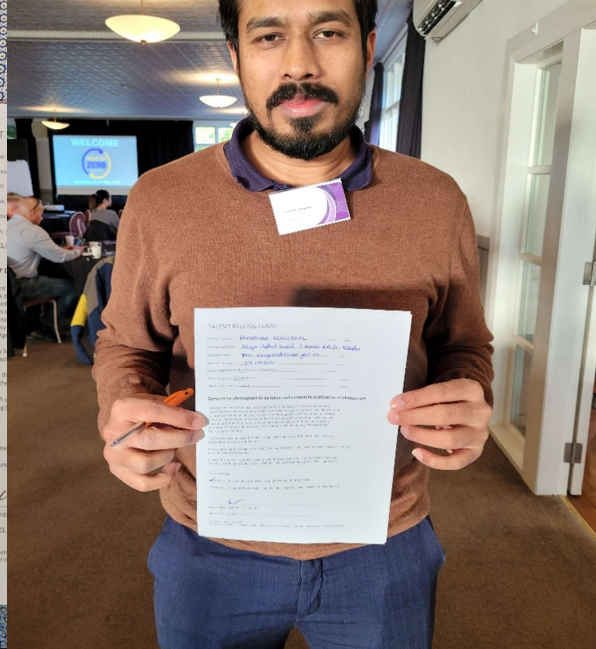
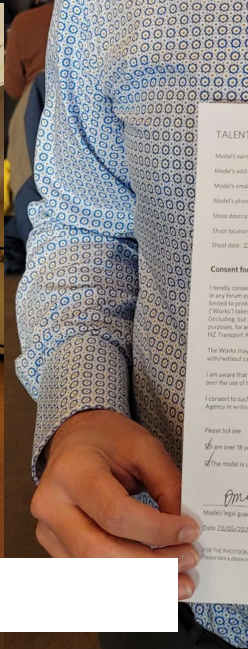
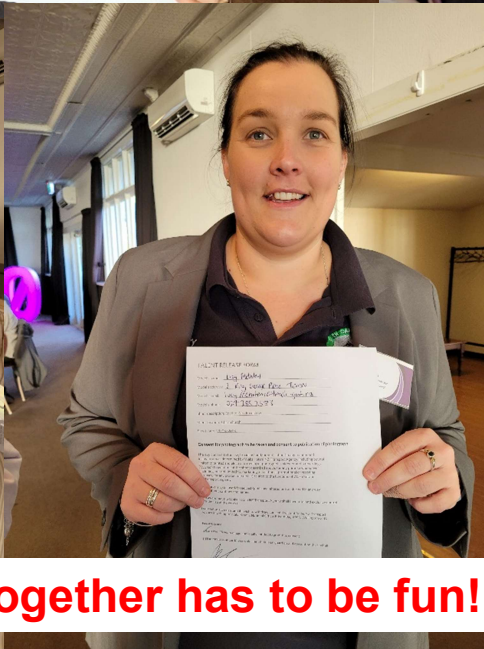
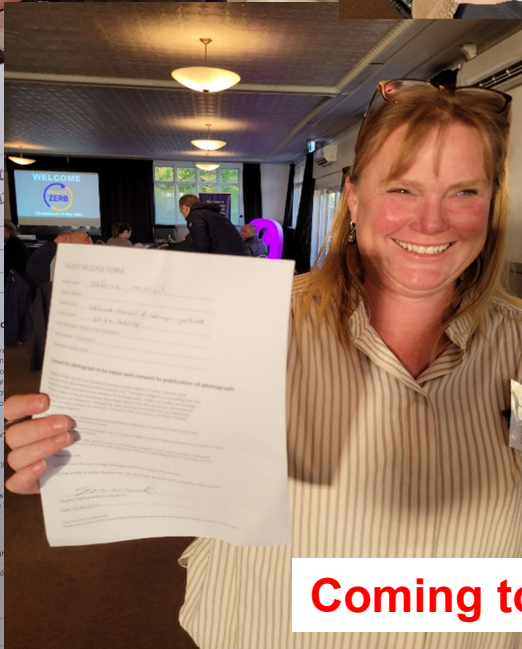
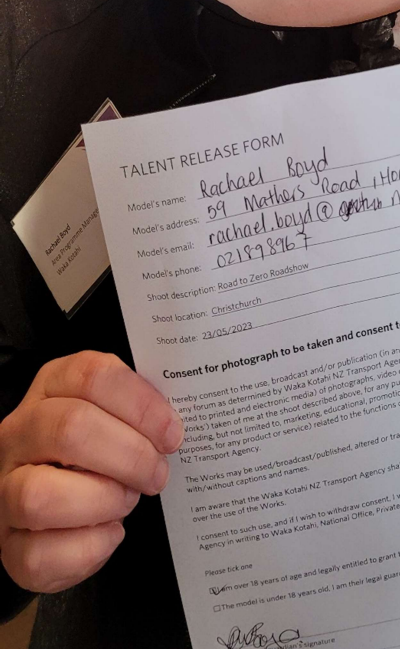
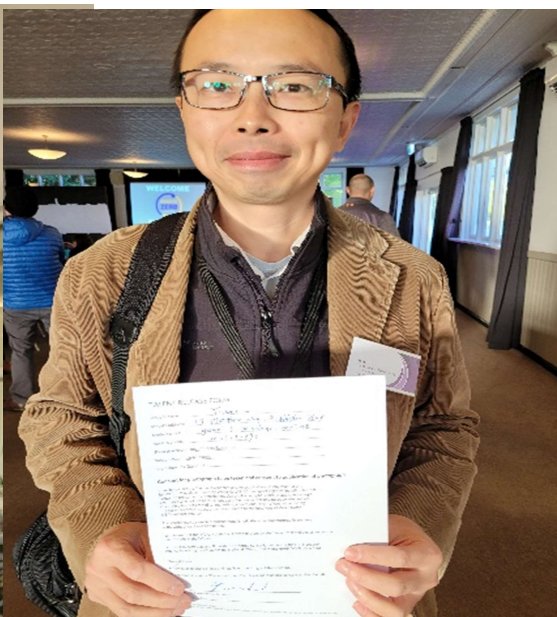
## Engagement

You're keeping the community active and engaged and encouraging a sense of belonging. Applies to both internal and external community members.

S

## Success

Measurable results that have come from your community. This could be innovation around a product/ service, or a collaboration that hasn't previously existed. Members feel empowered to become mentors or add additional value.



Coming together has to be fun!

**“Community” – People coming together, sharing, discovering, connecting, collaborating, partnering – this is how we will achieve a safer transport network for New Zealand**



# Thank you

